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ABSTRACT

Public libraries are often a vastly underused resource for businesses and business people. This book shows librarians how to aggressively pursue businesses until they turn naturally to libraries for their information needs. The book provides a step-by-step process which teaches librarians how to identify the information needs of businesses, respond to those needs through improvements in the way information is made available, and then actively market library services in the business community. The book consists of 8 chapters: (1) Getting Ready To Serve the Business Community; (2) Becoming Aware of the Business Community's Needs; (3) Assessing Resources; (4) Training Library Staff to Work With the Business Community; (5) Getting Your Foot in the Door; (6) What Specific Services Can My Library Provide?; (7) Marketing; and (8) Results. Appendices include: components of a business plan; organizing focus groups at a reasonable cost; a sample strategic plan for serving the business community formulated by the Gwinnett-Forsyth Regional Library in Georgia; "Guidelines for Medical, Legal, and Business Responses at General Reference Desks" (Standards and Guidelines Committee, Reference and Adult Services Division, American Library Association); and a glossary of terms. (Contains 31 references.) (SWC)

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